

The Memorial Sloan Kettering Cancer Center **Patient & Family Advisory Council for Quality (PFACQ)** is pleased to present

# RAISE YOUR VOICE

**Patients & Caregivers Effecting Change**

**Complimentary Symposium**  
**October 8—10, 2025**

David H. Koch Center for Cancer Care  
530 East 74th Street  
New York City



Memorial Sloan Kettering  
Cancer Center

**PFACQ**

# Welcome

Hospitals are increasingly realizing that they must effectively partner with their patients and caregivers in order to deliver patient-centered care. Patient and Family Advisory Councils (PFACs) are the most effective vehicle for leveraging the experiences of patients and caregivers.

The Patient & Family Advisory Council for Quality (PFACQ) at Memorial Sloan Kettering Cancer Center (MSK) is proud to host the 2025 **Raise Your Voice Symposium**—an in-person event designed to bring together patients, caregivers, clinicians, and hospital leaders to strategize around how to most effectively partner with their respective organizations so that they may integrate their perspectives and better advance patient-centered care.

From thought-provoking panels on carrying patient and caregiver experiences forward to hands-on workshops, to important keynotes, this symposium offers a wonderful balance of sessions to turn insights into action while building lasting connections with like-minded individuals passionate about improving patient and caregiver experiences.

We invite all those currently engaged in patient and family advisory councils—as well as staff interested in strengthening these partnerships—to join us for this meaningful day of learning and exchange. The symposium will take place in person only (no virtual option) at MSK's David H. Koch Center for Cancer Care. Following the event, participants will receive access to a digital syllabus with select PDF versions of the faculty presentations.

**This symposium is complimentary for all participants.** We look forward to welcoming you to this inspiring and action-oriented program.

Sincerely,  
*The Raise Your Voice Symposium Course Directors*



**Frank Licciardi**  
Chair Emeritus, PFACQ  
Memorial Sloan Kettering Cancer Center



**Johanna Schoen, PhD**  
Chair Emeritus, PFACQ  
Memorial Sloan Kettering Cancer Center

# Symposium Highlights



## KEYNOTE PRESENTATION

### Challenges and Opportunities in Cancer Survivorship

**Emily S. Tonorezos, MD, MPH**

National Cancer Institute Office of Cancer Survivorship

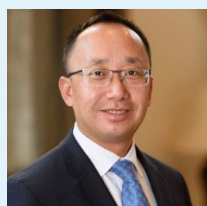
Cancer survivorship is a state of being, including the perspectives, needs, health, and the physical, psychological, social, and economic challenges experienced by people and caregivers after a cancer diagnosis. Dr. Tonorezos will share current efforts to grow and sustain cancer survivorship research along with future avenues and emerging issues.

### Medical Improv: Practicing Patient-Centered Skills Through Play

Medical Improv uses exercises borrowed from the theater to help learners practice valuable skills such as deep listening, collaboration and flexible thinking. In this interactive workshop you'll be encouraged to try out some simple exercises that highlight the value and impact of this new discipline in a safe, low-stakes environment.



**Dan Sipp**, Duke University School of Medicine, and **Lauren Dowden, MSW, LCSW**, Northwestern University Feinberg School of Medicine



**Jun J. Mao, MD, MSCE**,  
Memorial Sloan Kettering  
Cancer Center

### Integrative Oncology: Putting Patients at the Center of Care and Research

Integrative oncology brings complementary therapies, such as acupuncture, meditation, yoga, and herbal medicine, together with conventional medical treatment to support people with cancer during and beyond treatment. Dr. Mao will discuss how involving patient partners in research and care innovation can lead to improvements in pain and symptom management and reduce hospitalizations using integrative oncology approaches.

### Collaborating to Advance Digital Health Innovation for Cancer Care and Research

To maximize reach and impact of novel technologies, MSK works with commercial partners to develop and scale technological innovations that address unmet needs in cancer care and research. A portion of this work is done through “outside-in” innovation activity where MSK helps companies accelerate the development of mission-aligned technologies. This session will introduce attendees to cutting-edge digital health innovations.



**Rick Peng, MBA**, **Eileen Flowers, PhD**, and **Jonathan Dow, PhD**  
of Memorial Sloan Kettering Cancer Center

## PFAC Panel Discussions

This symposium will also feature four panels in which attendees will hear directly from PFAC members about their work advancing patient-centered care.

### Death Over Dinner: Inspiring Conversations About Life and Death

This panel will feature speakers from patient and family advisory councils who will discuss how they navigated their respective hospitals to successfully launch their own Death Over Dinner program, as well as how MSK's program continues to innovate and evolve.

### Principles and Fundamentals

This panel will focus on some of the more fundamental challenges faced by patient and family advisory councils. From recruitment to retention strategies, member engagement to meeting management, this session features several PFACs speaking about how they have addressed the most critical needs of any successful advisory council.

### Creative Breakthroughs

Featuring representatives from three different PFACs, this panel will showcase groundbreaking initiatives that have yielded meaningful change, including quality and safety improvements in patient care, increased access to supportive oncology services, and increased member involvement in project ideation.

### Caregiver as Catalyst

This panel will feature critical caregiver perspectives and how caregivers' personal experiences have inspired meaningful changes in patient care. Through their unique perspectives, caregivers will discuss the challenges, insights, and advocacy efforts that have shaped policies within cancer care settings.

## Credits Offered

Memorial Sloan Kettering Cancer Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

This symposium will offer the following credit types. Please refer to **Accreditation** for additional details.

- AMA PRA Category 1 Credits™
- NYS Psychology Contact Hours (*Pending application*)
- NYS Social Work Contact Hours
- ANCC CNE Contact Hours
- Patient Experience Continuing Education credits (PXE)

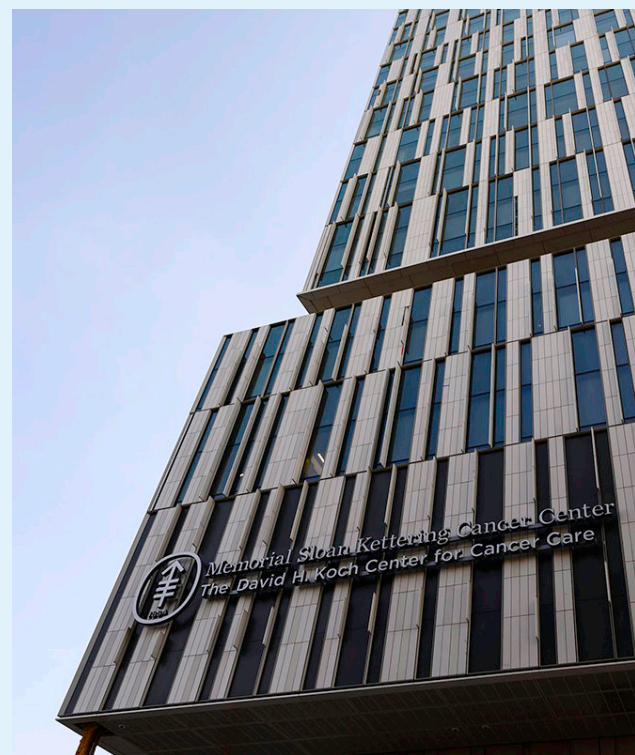
## Location & Accommodations

The program will be held in-person only at MSK's **David H. Koch Center for Cancer Care** (530 East 74th Street, New York, NY).

If you'll be traveling to New York City from out of town, we recommend that you plan your overnight stays as soon as possible. For details on planning your visit to MSK, visit the symposium website, [msk.org/RaiseYourVoice](https://msk.org/RaiseYourVoice).

Attendees will be provided with continental breakfast, lunch, dinner, and refreshment breaks. Please contact [cme@mskcc.org](mailto:cme@mskcc.org) at least one week prior to the course if you have any special dietary requests or require any specific accommodations.

Detailed participation instructions for visiting us onsite will be emailed to you prior to the start of the program.



## Symposium Directors



**Frank Licciardi**

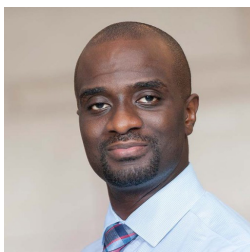
Chair Emeritus, PFACQ  
Memorial Sloan Kettering Cancer Center



**Johanna Schoen, PhD**

Chair Emeritus, PFACQ  
Memorial Sloan Kettering Cancer Center

## Symposium Faculty Sponsors



**Fiyinfolu Balogun, MD, PhD**

Assistant Attending Physician  
Memorial Sloan Kettering Cancer Center



**Gabriela Bambrick-Santoyo, MD**

Assistant Attending Physician  
Memorial Sloan Kettering Cancer Center

## Symposium Speakers

**Jonathan Dow, PhD**

Senior Project Manager  
Office of Technology Development  
Memorial Sloan Kettering Cancer Center

**Lauren Dowden, MSW, LCSW**

Clinical Social Worker  
Northwestern University Feinberg School of Medicine

**Eileen Flowers, PhD**

Director, Technology Development and  
Licensing Opportunities  
Memorial Sloan Kettering Cancer Center

**Jun J. Mao, MD, MSCE**

Chief, Integrative Medicine Service  
Laurance S. Rockefeller Chair in Integrative Medicine  
Memorial Sloan Kettering Cancer Center

**Garrett M. Nash, MD, MPH, FACS, FASCRS**

Vice President of Quality and Safety  
Associate Attending Surgeon  
Memorial Sloan Kettering Cancer Center

**Rick Peng, MBA**

Digital Ventures Lead  
Office of Entrepreneurship and Commercialization  
Memorial Sloan Kettering Cancer Center

**Dan Sipp**

Standardized Patient Training Coordinator  
Duke University School of Medicine

**Emily S. Tonorezos, MD, MPH**

Director, National Cancer Institute Office  
of Cancer Survivorship



# Schedule

## Wednesday, October 8, 2025

3:00 PM	<b>Check-In, Refreshments, and Networking</b>
4:00 PM	<b>PFAC PANEL DISCUSSION</b> <b>Death Over Dinner: Inspiring Conversations About Life and Death</b>  This panel will feature speakers from patient and family advisory councils who will discuss how they navigated their respective hospitals to successfully launch their own <i>Death Over Dinner</i> program, as well as how MSK's program continues to innovate and evolve.
5:30 PM	<b>Cocktail Reception</b>
6:00 PM	<b>Death Over Dinner</b>  Experience the international phenomenon firsthand as we form profound connections with one another and engage for an evening of uplifting dialogue about what matters most to us all. Please contact <a href="mailto:cme@mskcc.org">cme@mskcc.org</a> at least one week prior to the program if you have any special dietary requests or require any specific accommodations
8:00 PM	<b>Adjourn</b>

## Thursday, October 9, 2025

8:00 AM	<b>Networking Breakfast</b>
9:00 AM	<b>Welcome and Opening Remarks</b> <b>Johanna Schoen, PhD</b> Memorial Sloan Kettering Cancer Center <b>Garrett M. Nash, MD, MPH, FACS, FASCRS</b> Memorial Sloan Kettering Cancer Center
9:30 AM	<b>KEYNOTE PRESENTATION</b> <b>Challenges and Opportunities in Cancer Survivorship</b> <b>Emily S. Tonorezos, MD, MPH</b> National Cancer Institute Office of Cancer Survivorship
10:30 AM	<b>Break</b>
10:45 AM	<b>Collaborating to Advance Digital Health Innovation for Cancer Care and Research</b> <b>Rick Peng, MBA</b> <b>Eileen Flowers, PhD</b> <b>Jonathan Dow, PhD</b> Memorial Sloan Kettering Cancer Center
12:45 PM	<b>Networking Lunch</b>

<b>1:30 PM</b>	<b>PFAC PANEL DISCUSSION</b> <b>Principles and Fundamentals</b> <p>This panel will focus on some of the more fundamental challenges faced by patient and family advisory councils. From recruitment to retention strategies, member engagement to meeting management, this session features several PFACs speaking about how they have addressed the most critical needs of any successful advisory council.</p>
<b>3:30 PM</b>	<b>Break</b>
<b>4:00 PM</b>	<b>PFAC PANEL DISCUSSION</b> <b>Creative Breakthroughs</b> <p>Featuring representatives from three different PFACs, this panel will showcase groundbreaking initiatives that have yielded meaningful change, including quality and safety improvements in patient care, increased access to improved access to supportive oncology services, and increased member involvement in project ideation.</p>
<b>6:00 PM</b>	<b>Skyline Soirée</b> <p>Enjoy dinner and drinks on the beautiful outdoor patio of the Koch Center against the backdrop of the New York City skyline.</p>

## Friday, October 10, 2025

<b>8:00 AM</b>	<b>Networking Breakfast: Conversations with MSK Leadership</b> <p>Join us for a relaxed and engaging breakfast where you'll have the opportunity to connect with MSK's leadership in an intimate setting.</p>
<b>8:55 AM</b>	<b>Welcome and Opening Remarks</b> <b>Frank Licciardi</b> Memorial Sloan Kettering Cancer Center
<b>9:00 AM</b>	<b>Medical Improv: Practicing Patient-Centered Skills Through Play</b> <b>Dan Sipp</b> Duke University School of Medicine <b>Lauren Dowden, MSW, LCSW</b> Northwestern University Feinberg School of Medicine
<b>10:30 AM</b>	<b>Break</b>
<b>10:45 AM</b>	<b>Integrative Oncology: Putting Patients at the Center of Care and Research</b> <b>Jun Mao, MD, MSCE</b> Memorial Sloan Kettering Cancer Center
<b>12:15 PM</b>	<b>Networking Lunch</b>

<b>1:00 PM</b>	<b>PFAC PANEL DISCUSSION</b> <b>Caregiver as Catalyst</b> <p>This panel features critical caregiver perspectives and how caregivers' personal experiences have inspired meaningful changes in patient care. Through their unique perspectives, panelists will discuss the challenges, insights, and advocacy efforts that have shaped policies within cancer care settings.</p>
<b>3:00 PM</b>	<b>Final Reflections</b> <b>Frank Licciardi</b> Memorial Sloan Kettering Cancer Center <b>Johanna Schoen, PhD</b> Memorial Sloan Kettering Cancer Center
<b>3:30 PM</b>	<b>Adjourn</b>



# Accreditation

Memorial Sloan Kettering Cancer Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

**The content of this activity is non-clinical.**

## **AMA Credit Designation Statement**

Memorial Sloan Kettering Cancer Center designates this live activity for a maximum of **14.50 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## **Continuing Education for Licensed Psychologists in New York State\***

***This event offers 14.50 NYS Psychology Contact Hours.***

Memorial Sloan Kettering Cancer Center is recognized by the New York State Education Department State Board for Psychology as an approved provider of continuing education for licensed psychologists #PSY-0166.

## **ANCC CNE Statement**

*Credit application pending approval.*

## **Social Work Accreditation Statement\***

*Credit application pending approval.*

## **PXE Credit Statement**

*Credit application pending approval.*

\*Not all states accept New York State (NYS) Contact Hours. Please check with the licensing board in your state for guidance on their acceptance of the credit types offered for this course.



Memorial Sloan Kettering  
Cancer Center

# Speaker Biographies



## **Jonathan Dow, PhD**

Senior Project Manager, Office of Technology Development  
Memorial Sloan Kettering Cancer Center

Jonathan Dow is a Senior Project Manager in the Office of Technology Development at Memorial Sloan Kettering Cancer Center (MSK). He joined MSK in 2024.

Prior to joining MSK, Jonathan was a consultant at ClearView Healthcare Partners, advising biopharmaceutical clients on oncology-focused engagements, including strategic portfolio planning and early-stage opportunity assessments. He previously held roles as a Business Development Associate at AtlasXomics and as a Blavatnik Technology Transfer Associate at the Yale Office of Cooperative Research.

Jonathan earned his PhD in Genetics from Yale University and holds a BSc in Biology from Brown University.



## **Lauren Dowden, MSW, LCSW**

Clinical Social Worker  
Northwestern University Feinberg School of Medicine

Lauren Dowden is a clinical social worker and Assistant Director of the Outreach, Recruitment and Community Engagement Core at the Mesulam Institute for Cognitive Neurology and Alzheimer's Disease at Northwestern University Feinberg School of Medicine. In her role, Lauren provides clinical support to individuals and families navigating a dementia diagnosis and contributes to the coordination, facilitation, and evaluation of ongoing quality-of-life programs.

She co-developed *Don't Look Away: Using Storytelling to Give Voice, Find Connections, and Change Perceptions*, a storytelling workshop that empowers individuals living with dementia and their care partners to co-create and share personal narratives. The program has been featured in the *New York Times* and on the *TODAY Show*.

Lauren is also an alumna of The Second City and serves as a Medical Improv instructor. She teaches medical students at Northwestern University Feinberg School of Medicine and has facilitated improv workshops for physicians and healthcare professionals nationwide.



### **Eileen Flowers, PhD**

Director, Technology Development and Licensing  
Memorial Sloan Kettering Cancer Center

Eileen Flowers, PhD is Director of Technology Development and Licensing in the Office of Entrepreneurship & Commercialization at Memorial Sloan Kettering Cancer Center (MSK), where she oversees the MSK Therapeutics Accelerator Program. Since joining MSK in 2015 as a Licensing Manager, she has held several leadership roles, most recently serving as Associate Director of Business Development & Licensing.

Prior to MSK, Dr. Flowers was Vice President on the biotechnology equity research team at Jefferies, where she focused on oncology and rare disease companies. Her previous experience also includes roles as an equity research associate at Piper Jaffray, covering specialty pharmaceuticals, and as a medical writer at BGB Communications, supporting clients in the pharmaceutical industry.

Dr. Flowers earned her PhD in Cellular, Molecular, and Genetic Studies from Columbia University and her bachelor's degree in Biological Studies from Columbia College.



### **Frank Licciardi**

Chair Emeritus, PFACQ  
Memorial Sloan Kettering Cancer Center

Frank Licciardi is Chair Emeritus of the Patient & Family Advisory Council for Quality (PFACQ) at Memorial Sloan Kettering Cancer Center (MSK). A former patient treated for metastatic gastric cancer, he has since become a dedicated advocate for patient-centered care.

He began supporting others through MSK's Patient-to-Patient Counseling Program and was instrumental in launching PFACQ, later serving as Co-Chair. He has contributed to numerous institutional initiatives, including MSK's Hospital Quality Assurance, Data Governance, Teleoncology, and Epic implementation committees.

Mr. Licciardi developed and leads MSK's version of Death Over Dinner, which has brought together over 1,200 participants to discuss grief and end-of-life preparedness. He also helped expand MSK's Survivorship Clinic referrals, educational resources, and care planning tools.

In 2020, he became the first patient advocate from any institution to receive the United Hospital Fund's Excellence in Health Care Award.

He serves on the Board of Directors for the DeGregorio Family Foundation, which has awarded over \$4 million in research grants for gastric and esophageal cancers, generating \$40 million in follow-on funding. He is also the patient advocate on the NCCN Esophageal/Gastric Clinical Guidelines Committee.

Mr. Licciardi has over 20 years of experience in wealth management and private equity, with leadership roles at JPMorgan, Merrill Lynch, and CapitalSpring.



### **Jun J. Mao, MD, MSCE**

Chief, Integrative Medicine Service  
Laurance S. Rockefeller Chair in Integrative Medicine  
Memorial Sloan Kettering Cancer Center

Jun J. Mao, MD, MSCE is Chief of the Integrative Medicine Service and the Laurance S. Rockefeller Chair in Integrative Medicine at Memorial Sloan Kettering Cancer Center (MSK). He also serves as Professor of Medicine and Population Health Sciences at Weill Cornell Medical College.

A board-certified family physician and licensed acupuncturist, Dr. Mao combines Western and Eastern medical approaches to manage pain and symptoms in cancer patients. He leads MSK's multidisciplinary integrative oncology program, comprising more than 80 clinicians and researchers.

Dr. Mao's research focuses on the effects, mechanisms, and implementation of Complementary and Integrative Medicine (CIM) for cancer symptom management. He has received extensive peer-reviewed funding from the National Institutes of Health and the Patient-Centered Outcomes Research Institute, and has authored over 250 peer-reviewed publications in leading journals including *Journal of Clinical Oncology*, *JAMA Oncology*, *Cancer*, and *Journal of the National Cancer Institute*.

His research has informed clinical guidelines from major professional societies and helped advance the evidence-based integration of CIM in cancer care. Dr. Mao is a past president of the Society for Integrative Oncology and currently serves as Co-President of the Society for Acupuncture Research.



### **Garrett M. Nash, MD, MPH, FACS, FASCRS**

Vice President of Quality and Safety  
Associate Attending Surgeon  
Memorial Sloan Kettering Cancer Center

Garrett M. Nash, MD, MPH, FACS, FASCRS, is Vice President for Quality and Safety at Memorial Sloan Kettering Cancer Center (MSK), where he leads the Division of Quality and Safety. His administrative focus centers on leveraging data analysis and reporting to drive process improvement, promote a culture of safety and transparency, and expand teaching and training initiatives. He prioritizes efforts to enhance the reporting of patient safety events across the institution.

Dr. Nash is board-certified in both general and colorectal surgery. His clinical practice focuses on robotic surgery for colorectal cancer and regional therapies for colorectal and peritoneal cancers, including appendiceal cancer and peritoneal mesothelioma. He serves as the principal investigator for the ICARuS and ICARuS II randomized clinical trials, which evaluate the effectiveness of intraperitoneal chemotherapy following cytoreductive surgery for colon and appendix cancer and for peritoneal mesothelioma, respectively.

He has authored numerous peer-reviewed publications on topics including cytoreductive surgery, intraperitoneal chemotherapy, minimally invasive surgical techniques, sphincter-sparing rectal surgery, tumor progression mechanisms, and surgical outcome predictors.



### **Rick Peng, MBA**

Digital Ventures Lead  
Office of Entrepreneurship and Commercialization  
Memorial Sloan Kettering Cancer Center

Rick Peng is the Digital Ventures Lead in the Office of Entrepreneurship and Commercialization (OEC) at Memorial Sloan Kettering Cancer Center (MSK). In this role, he oversees the MSK Innovation Hub and leads the MSK iHub Challenge Cohort initiative. As a member of the OEC's Digital Health team, Rick plays a key role in advancing MSK's efforts to translate digital innovation into impactful healthcare solutions. He joined MSK in 2021.

Prior to MSK, Rick served as a Program Manager at Flatiron Health, where he led initiatives related to software product development and regulatory compliance. Earlier in his career, he spent five years at Merck & Co., supporting late-stage drug product development, with a focus on technology innovation and operational strategy.

Rick holds an MBA from Johnson Cornell Tech and a bachelor's degree in chemical engineering from Cornell University.



### **Johanna Schoen, PhD**

Chair Emeritus, PFACQ  
Memorial Sloan Kettering Cancer Center

Johanna Schoen, PhD is Chair Emeritus of the Patient & Family Advisory Council for Quality (PFACQ) at Memorial Sloan Kettering Cancer Center (MSK). She also contributes to MSK's Ethics Committee and LGBTQ Committee, with a particular focus on improving end-of-life conversations between clinicians, patients, and caregivers.

In her professional life, Dr. Schoen is a professor of history at Rutgers University–New Brunswick, specializing in the history of medicine. She is the author of two acclaimed books: *Choice and Coercion: Birth Control, Sterilization, and Abortion in Public Health and Welfare in the Twentieth Century* (UNC Press, 2005) and *Abortion After Roe* (UNC Press, 2015), the latter of which received the Welch Medal from the American Association for the History of Medicine. She also edited *Abortion Care as Moral Work: Ethical Considerations of Maternal and Fetal Bodies* (Rutgers University Press, 2022). Her current project, *Life and Death in the Nursery*, examines the history of Neonatal Intensive Care Units (NICUs).

Dr. Schoen lives in Lambertville, New Jersey, with her wife Bev and their heavily shedding black lab, George.





### **Dan Sipp**

Standardized Patient Training Coordinator  
Duke University School of Medicine

Dan Sipp is a North Carolina native with over 35 years of experience as a performer, director, and educator. He studied improvisational theater in Chicago under some of the field's foremost practitioners and taught at the renowned ImprovOlympic before founding his own training center in Raleigh, NC. He currently serves as the Standardized Patient Training Coordinator at the Duke University School of Medicine.

Since 2013, Dan has collaborated with Medical Improv pioneers Katie Watson and Dr. Belinda Fu, and now serves as a trainer for their national Train the Trainer workshops. He has led Medical Improv workshops for students and healthcare professionals across the Duke University Health System since 2016. Dan is also a co-founder of the Medical Improv Collaborative, a national network of educators who integrate theater-based techniques into the medical humanities.



### **Emily S. Tonorezos, MD, MPH**

Director, National Cancer Institute Office of Cancer Survivorship

Emily S. Tonorezos, MD, MPH, is the Director of the Office of Cancer Survivorship within the Division of Cancer Control and Population Sciences at the National Cancer Institute (NCI). In this role, Dr. Tonorezos leads national efforts to improve the health and well-being of cancer survivors and their families—addressing the prevention and management of late and long-term effects from diagnosis through survivorship.

Prior to joining NCI, Dr. Tonorezos served as Director of the Adult Long-Term Follow-Up Program for survivors of childhood and young adult cancers at Memorial Sloan Kettering Cancer Center. She currently serves as the Obesity and Diabetes Mellitus Silo Leader for the Children's Oncology Group (COG) Long-Term Follow-Up Guidelines and is Co-Leader of the International Guideline Harmonization Groups for metabolic syndrome and dyslipidemia. Her national service includes roles on the National Academy of Sciences, Engineering, and Medicine Committee on Childhood Cancer and Disability, and leadership positions within the American Society of Clinical Oncology (ASCO), including on the Cancer Survivorship Committee, the Adolescent and Young Adult Task Force, and the Clinical Guideline Committee.

Dr. Tonorezos earned her MD from the University of Rochester School of Medicine and her MPH from the Johns Hopkins Bloomberg School of Public Health. She completed her internal medicine residency and served as chief resident at Columbia University Medical Center, followed by a general internal medicine fellowship at Johns Hopkins Hospital.





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